



# Michele Nicolè

Senior Brand and Merchandising Manager

📍 22100 Como, Province of Como, Italy

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## Languages

English (Fluent)

Italian (Fluent)

## About

Consolidated global product, brand and merchandising management experience (roughly 10 years) in a senior position within medium and billion international companies.

Proven and consolidated experience managing different product categories in multi-ethnic dynamic global environments.

Strong experience in a sport company with a significant and crucial knowledge of sport values and principles.

Licenses business model background, focused on accessories within different international companies.

### BRANDS WORKED WITH

Hugo Boss Ticino Sa

Rossimoda (Lvmh Fashion Group)

Safilo Group S.P.A.

## Experience

### ● Brand and Merchandising Manager Specialist

Hugo Boss Ticino Sa | Jan 2018 - Now

#### MAIN ACTIVITIES

- Guarantee the development and implementation of a collection framework in terms of market driven products range and pricing proposals;
- Manage market analysis and research;
- Monitor turnover developments analyzing and optimizing distribution channels, implementing sales plan actively steering sales organizations;
- Interact, analyze and communicate with our subsidiaries and markets to define requirement for our assigned lines;
- Responsible for the pricing of the collection according to the target positioning and margins
- Define seasonal forecasts and delivery plans;
- Lead the core range process definition for directly operated stores;
- Collaborate cross functionally to ensure the proper implementation of strategies
- (Market, Design, Operations, Shop Construction, Visual Merchandising, Communication...).

### ● Marketing Intelligence Analyst

Safilo Group S.P.A. | Dec 2012 - Mar 2013

#### MAIN ACTIVITIES

- Development and implementation of market research plans and relationships to market
- research suppliers/partners.
- Run queries on own data and performs analysis to support decision senior and junior
- brand managers;
- Compiles and deliver business intelligence reports for brand managers;
- Researches information for marketing team and other departments;
- Sell in analysis, collection structure analysis.
- Build methodology and processes for Market sizing, Market share and Customer
- Segmentation analyses
- Provide market intelligence measuring market-specific metrics and analyses on market size,
- market share, and industry trends for product/services/solutions to support marketing and
- sales planning and development.

### ● Product & Merchandising Manager Assistant

Rossimoda (Lvmh Fashion Group) | Nov 2011 - May 2012

#### MAIN ACTIVITIES

- Reporting to the Sr. Product & Merchandising Manager, tasked with full product creation
- process for footwear first and second line.
- Supervised direct report focused on line planning, data entry, and sample management

- Responsible for planning and assorting market competitive styles & SKUs to maximize
- productivity, margin, and revenue
- Sell-in, sell-out reporting and competitor analysis.
- Product range and line building analysis
- Support during sales campaigns (creation of sales brief for first line brands)